

Elevating Mental Health in Public Education

Transforming wellness across dozens of middle and high schools

Even in secondary schools, mental health comes first

Mental health resources in schools reduce absenteeism and improve academic performance, but tight budgets, high turnover, and red tape can prevent well-meaning districts from taking action.

PASCO COUNTY SCHOOLS

"I love that it's an everyday thing, and I look forward to my messages. Each one helps me learn perspective and improve my mental well-being."

- Anonymous student



98.8%

of students reported feeling more supported and positive



85.4%

of participants interacted with Cope Notes every single day

"It seems to mirror whatever is going on in my life and the advice appears genuine. It's like an angel is speaking to me through these words."

- Anonymous educator

THE CHALLENGE

According to the National Center for Education Statistics, only 48% of schools report being equipped to meet student mental health needs. Considering that almost half of all schools lack a full-time counselor, social worker, or school psychologist, and student-to-counselor ratios have approached *double* the ASCA-recommended 250:1, crises aren't just feared—they're expected.

And with nearly 50% of public school educators in the newest EdWeek study claiming that their own declining mental health is harming their ability to teach, it's not just the youth that are in need.

THE SOLUTION

After the first few hundred Cope Notes subscriptions were distributed throughout the district, it was clear that participation wouldn't be limited to the student body. Early surveys discovered that faculty and staff were just as eager to get their hands on a convenient new support, with parent buy-in soon to follow.

"As a licensed therapist, I wasn't sure what to expect," commented B.J. Develle, a District Assigned School Social Worker. "But now, I've seen the impact in myself, my wife, my coworkers, and even my son. It's absolutely brilliantly simple."

Thanks to email marketing to parents and guardians, intercom announcements on campus, callouts at assemblies, notifications through the parent communication app *Remind*, and referrals from school counselors and social workers, Cope Notes gradually permeated even the harder-to-reach student populations that were traditionally slower to engage with wellness resources.

THE IMPACT

Watch ABC's coverage of Cope Notes in Pasco County Schools:



WHY COPE NOTES?

- Addresses ACEs
- Resonates with youth
- Normalizes help-seeking
- No appointments or wait lists
- Reduces social and self-stigma
- Cost-effective and user-friendly